

## **REMARKS/ARGUMENTS**

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith. The present Amendment is being made to facilitate prosecution of the application.

### **I. STATUS OF THE CLAIMS AND FORMAL MATTERS**

Claims 1-8 are pending in this application. Claims 1 and 5, which are independent, have been amended. Support for this amendment is provided throughout the Specification as originally filed. It is submitted that these claims, as originally presented, were in full compliance with the requirements 35 U.S.C. §112. No new matter has been introduced by this amendment. Changes to claims are made simply for clarification and to round out the scope of protection to which the Applicant is entitled.

### **II. SUPPORT IN THE SPECIFICATION**

Support for this amendment is provided at paragraphs [0042]-[0043] of the Specification as originally filed, which are reproduced below:

[0042] The services offered by the mail server 3 include introduction of unique tags. If the content of a unique tag is predetermined between the digital camera 6 and the mail server 3, the mail server 3 is able to perform processing unique to the user's request on still image data, attaches the edited image data to e-mail, and then sends it to a receiving terminal. As one type of tag, a tag indicating authorization to perform processing unique to the user's request, for example, a tag represented by [User Custom], is provided. By inputting such a tag, the processing unique to the user's request can be performed in the mail server 3.

[0043] The content of the tag can be predetermined between the mail server 3 and the digital camera 6 by, for example, providing web settings

in the mail server 3, or simply exchanging a document therebetween. In the introduction services of the unique tags, limitations, such as the capacity and the number of tags, may be set by the mail server 3. If the capacity or the number of tags exceeds such limitations, the user may be charged for such an excess, thereby implementing a so-called "business method".

### III. REJECTIONS UNDER 35 U.S.C. § 103(a)

Claims 1-8 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over European Patent Application 0 865 192 A2 to Yamakita (hereinafter, merely "Yamakita") in view of U.S. Patent No. 6,092,114 to Shaffer, et al. (hereinafter, merely "Shaffer") and further in view of U.S. Publication No. 2006/0143307 to Codignotto (hereinafter, merely "Codignotto") and further in view of U.S. Patent No. 6,553,341 to Mullaly, et al. (hereinafter, merely "Mullaly").

Claim 1 recites, *inter alia*:

"...wherein a user specific custom tag and a unique processing command are predetermined between the transmitting electronic device and the relay server,

wherein adding the user specific custom tag allows processing unique to a user's request, and

wherein content of the user specific tag is predetermined between the transmitting electronic device and the relay server by exchanging information in advance of adding the user specific custom tag." (Emphasis Added)

Claim 1 generally relates to a system that allows a user to take a picture and send the picture with a text command to a relay server instructing the relay server to process the picture as instructed by the command. The user may allow processing in a unique way by registering a custom tag with the server and predetermining the association of that custom tag

with a processing command in advance of the use of the user custom tag. To do so, the user may provide web settings or exchange documents with the server.

Applicants submit that Yamakita, Shaffer, Codignotto and Mullaly, taken alone or in combination, fail to suggest or render predictable the handling of unique processing commands.

Furthermore, Yamakita, Shaffer, Codignotto, and Mullaly, taken alone or in combination, fail to suggest or render predictable that a user specific custom tag and a unique processing command are predetermined between the transmitting electronic device and the relay server, and adding the user specific custom tag allows processing unique to a user's request, and wherein content of the user specific tag is predetermined between the transmitting electronic device and the relay server by exchanging information in advance of adding the user specific custom tag, as recited in claim 1.

Applicant respectfully submits that nothing has been found in Yamakita, Shaffer, Codignotto, or Mullaly, taken alone or in combination, fail to suggest or render predictable the above-identified features of claim 1.

Therefore, independent claim 1 is patentable.

For reasons similar to those described above, independent claim 5 is also believed to be patentable.

#### **IV. DEPENDENT CLAIMS**

The other claims are each dependent from one of the independent claims discussed above and are therefore believed patentable for at least the above-identified reasons.

Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

Similarly, because Applicants maintain that all claims are allowable for at least the reasons presented hereinabove, in the interests of brevity, this response does not comment on each and every comment made by the Examiner in the Office Action. This should not be taken as acquiescence of the substance of those comments, and Applicants reserve the right to address such comments.

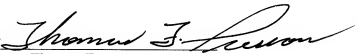
### **CONCLUSION**

In the event the Examiner disagrees with any of the statements appearing above with respect to the disclosures in the cited references, it is respectfully requested that the Examiner specifically indicate the portion, or portions, of the reference, or references, providing the basis for a contrary view.

In view of the foregoing amendments and remarks, it is believed that all of the claims in this application are patentable and Applicant respectfully requests early passage to issue of the present application.

Please charge any fees that may be needed, and credit any overpayment, to our  
Deposit Account No. 50-0320.

Respectfully submitted,  
FROMMER LAWRENCE & HAUG LLP  
Attorneys for Applicant

By   
Thomas F. Presson  
Reg. No. 41,442  
(212) 588-0800